

# Shanmugapriya A

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## Team Lead (Business Development)

Dynamic Business development professional with 7.4 years of experience driving customer acquisition with successful campaigns exceeding mailing targets. Worked in both Recruitment and IT Industry with well-honed expertise in the areas of Sales, Research, marketing strategies, Team Leadership, Account Management and Client Retention. Self-Motivated and gained experience in Data Analysis, Research, Market Intelligence, Lead Generation, Cold Calling, using multiple CRM tools. Eager to support an organization where I can utilize my skills set and knowledge to increase company profitability.

## WORK EXPERIENCE

### Prodapt Solutions • Chennai • 12/2021 – Present

#### Team Lead – Business Development

- Responsibilities include market research, account intelligence (Org chart, contacts, revenue, tech stack, competitors, roadmap, etc) to plan campaigns.
- Lead Generation-US, Europe regions – to generate Market Qualified Leads and to nurture them and mature them to opportunities.
- Develop and execute email marketing campaigns to drive engagement and revenue.
- Manage email subscriber lists and segment audiences for targeted messaging.
- Analyze email performance metrics and adjust strategies accordingly.
- Collaborate with cross-functional teams to ensure email campaigns align with overall marketing initiatives.
- Create and design email templates and content that align with brand guidelines.
- Conduct A/B testing to optimize email subject lines, content, and calls-to-action.
- Stay up-to-date with email marketing best practices and industry trends.
- Provide regular reporting and analysis on email marketing performance to stakeholders.
- Responsible for launching the Organisation's Newsletter (External Newsletter) which covers company's recent works, whitepapers, research and insights to our prospects and Clients.
- Involved in Enterprise marketing which includes support for events (shortlisting Public Speakers, Live scribes, Attendees and Keynote speakers for the Telecom events like MWC (Mobile World Congress) Barcelone, Connected Britian Etc), ABM agency in running pilot.
- Tools Used: Hubspot, Outreach, Sales Navigator, Zoominfo, Lusha, Trello, Salesforce.

## **Valuewing Consultancy Services Pvt. Ltd. • 08/2015 – 03/2021**

### **Client Acquisition Lead**

- Includes identifying new accounts and business opportunities by doing market research and finding out the contacts of the relevant spocs.
- Applied different strategies to approach the clients and done cold calling in which convinced them to share the requirements.
- Gathered requirements from the clients and developed new service offerings based on detailed and documented insights of market and client needs.
- Built and maintained relationships with key contacts at potential clients, consulting companies and partners in order to get access to new opportunities.
- Developed negotiating strategies and positions by examining risks and potentials as well as estimating partners' needs and goals.
- Worked closely with Project Team & Management to develop customer acquisition strategies to obtain maximum sales volume and profitability.
- Coordinated with the team and designed the business proposal.
- Handled a team of 3 members and was responsible for training them and built the team size.
- Key achievements: Increased customer satisfaction rate and also effectively negotiated and revised the commercial with multiple clients and increased the revenue.
- Approached clients with new Business Commercial models and executed successfully.

### **Business Development Executive**

- Researching organizations online (especially on social media) to identify new leads and potential new markets.
- Researching the needs of other companies and learning who makes decisions about outsourcing.
- Contacting potential clients via email or phone to establish rapport and set up meetings.
- Planning and overseeing new marketing initiatives.
- Preparing quotes and proposals.
- Negotiating or renegotiating through phone or mail.
- Setting self-goals for myself and team and ensuring whether they are met.
- Maintaining a healthy relationship with clients.
- Gathering the requirements from clients.
- Initiating and following the agreement process. Preparing agreement copy and properly renewing it on time.
- Taking initiatives for the growth organization and development of it to the next level.

## **EDUCATION**

### **B.E in ECE**

Anna University • Madurai • GPA: 7.8

## SKILLS

- A/B Testing
- Account Management
- Business Development
- Client Acquisition
- Client Relationship Management
- Client Retention
- Cold Calling
- Communication Skills
- Critical Thinking
- CRM Tools
- Data Analysis
- Email Marketing
- Email Performance Metrics
- Enterprise Marketing
- Event Support
- Facebook
- Google+
- Hubspot
- Interpersonal Skills
- Lead Generation
- LinkedIn
- Lusha
- Marketing Strategies
- Market Intelligence
- Market Research
- MS Office
- Naukri
- Negotiation
- Newsletter Creation
- Outreach
- Presentation Skills
- Proposal Preparation
- Recruitment Strategies
- Research
- Sales
- Salesforce
- Sales Navigator
- Social Media
- Team Leadership
- Team Management
- Teamwork
- Tracking & Reporting
- Trello
- Zoominfo